

WRITING A WINNING OFFER

When you're trying to buy a house in a hot market where the cutest homes get snatched in one weekend, you may think it's impossible to write a noteworthy offer.

Here are steps in ways that you can create a compelling offer that will be accepted by the seller in an instant or at least be competitive against multiple offers:

- Offer more than asking price.
- Set a strong and short offer deadline.
- Write a letter introducing yourself to the seller in your offer.
- Find the seller's sweet spots (shorter close date? rent back period?)
- Throw in the escalation clause.



OFFERING MORE THAN ASKING PRICE

This might seem obvious, yet you'd be surprised how many people miss this memo. If you want your offer accepted faster than any other offer, just bite the bullet and offer more! This is your dream home we're talking about after all. Be sure to consult with your real estate agent how much you should offer. If they're an aggressive Realtor, they'll be sure to ask the listing agent if there are any offers on the table and what price range they've exceeded.

\$ MORE



SWEET & SHORT OFFER DEADLINE

If you're offering over the asking price, you better not let your offer linger in case another person places a higher offer right after. To get a fast & committed response from the seller, have the offer deadline expire on the same day you send the offer in.

This won't work if the seller has already placed an offer deadline, but it will urge them to make a fast decision if they're viewing offers as they come, giving you a higher chance of having your offer accepted right away.



TIME = \$

INTRODUCTION LETTER

Most of the time, residential sellers still have emotional attachment to the home they're selling. What better way to ease their minds than submitting a letter explaining why you really want to live there and how you can see yourself building a future home? Even if the seller is ready to dump their house and move to another, a letter of intent will show them how committed you are in going through with the purchase and why you're placing an offer.

Y H M + H I



FINDING THE SWEET CLOSING SPOT

It doesn't hurt for your real estate agent to ask the listing agent when the seller prefers to close, if they plan to rent back the property, how long of an inspection they prefer, and any of the other details that go into the offer. Do you already have a washer and dryer that you'd rather keep & let the seller keep theirs? If you're accommodating to the seller's requests, chances of having your offer accepted will be much greater.



Y A Y S P O T

THE INFAMOUS ESCALATION CLAUSE

I say infamous because it's more wicked to the other offers, yet it increases your chances of an acceptance that much more! Most buyers are afraid to use this one, but it's not so scary at all! Here's an example.

EXAMPLE:

List Price: \$200,000

Buyer offers \$205,000 and will increase by \$1,000 for every offer above \$205,000.

Buyer will not exceed \$210,000.

OFFER

ACCEPTED



**THERE'S STILL
NO GUARANTEE
THAT YOUR
OFFER WILL BE
ACCEPTED...
BUT THIS WILL
INCREASE YOUR
ODDS!**

NEED MORE?



LAURIE HAS PROOF OF THESE STRATEGIES WORKING FOR HER CLIENTS

Whether you're a new home buyer or someone shopping in the Portland market but not having any luck, feel free to contact me for more info on how your offer can be accepted! I'd love to help you in your home buying journey.



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